

WHOLESALE PACKING INSTRUCTIONS
VALUE ADDED PROMOTIONS

1ST QTR.'98

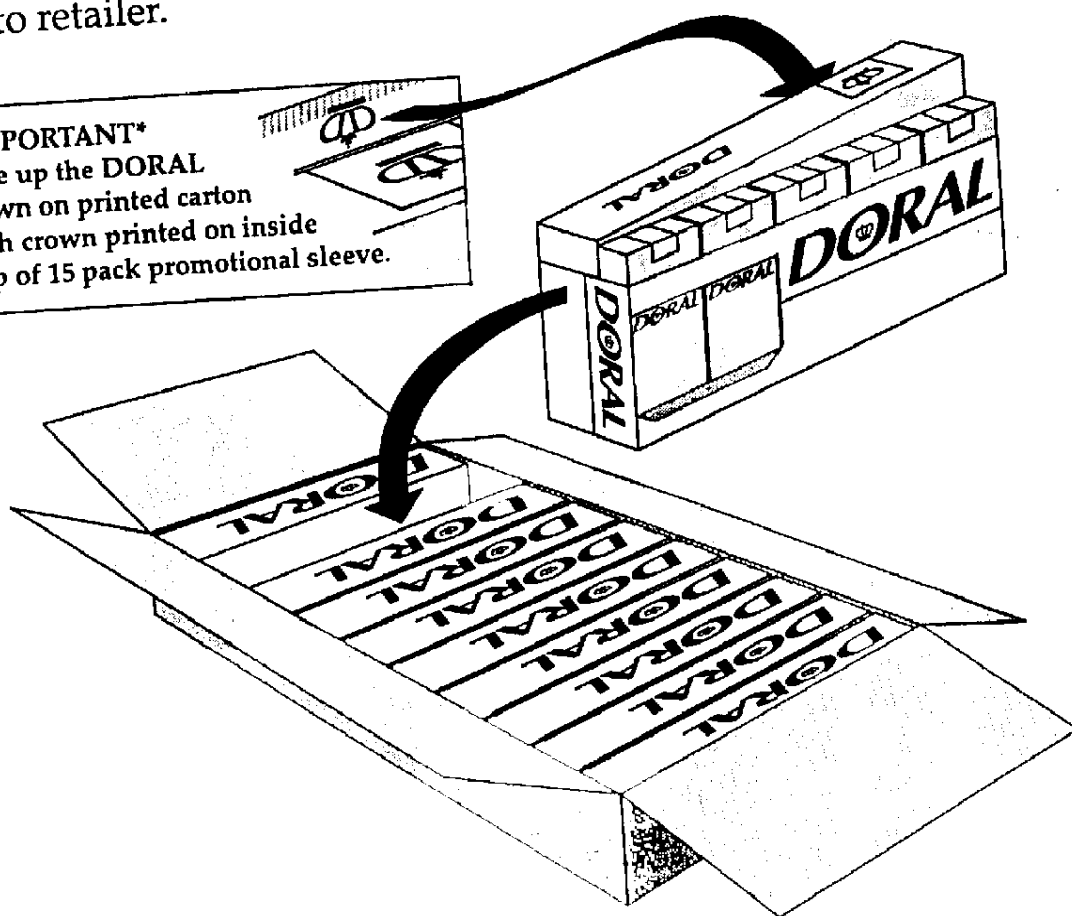
January DORAL \$7.50/15 PK
(Load 5 packs/Load 1 carton)

STEPS

1. Open DORAL \$7.50/15 PK shipping case.
2. Load 1 full carton and 5 packs in each sleeve.
3. Close and tape case.
4. Ship to retailer.

IMPORTANT

Line up the DORAL
crown on printed carton
with crown printed on inside
flap of 15 pack promotional sleeve.



51851 1217

Item: # 535805

Description: DORAL 7.50/15 PK shipper

Brand Style						
Number of Cartons						

DOORAZ

**75% Off Special 15 Pack
Carton**

Introducing a new promotional carton—a good way to start the sales season. It contains 15 packs of 10 (10 in a regular carton and 5 extra packs), saving your customers a total of \$7.50 over what they would normally pay for a carton and a half.



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to the savings information and pricing area.

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Special 3-Case Side Card & Poster offers additional in-store advertising opportunities. Side card easily attaches to display while the 21" x 39" poster is an impactful piece to announce the price of this great offer.